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# A GAME CHANGING PARTNERSHIP: MUSIC CONCIERGE AND BAR LAB AT ITZ'ANA

The sound of a place is as unique as the scents in the air, the taste of the drinks and the vibe of the people. We've already partnered with the incredible team at [Bar Lab](#) for a custom cocktail list that is unique to Itz'ana and Belize (Check out their cocktails at [Ka'ana](#) too!). Now we're excited to announce another new partnership to add some sounds to our space.

For over 10 years, [Music Concierge](#) has been working with some of the most respected [global names](#) in hospitality and retail, including Como Hotels & Resorts, Rosewood, and Mulberry. The company specializes in creating signature sounds that match the mood and personality of a space. And now they will be creating a customized soundtrack for us at Itz'ana!

We sat down with Rob Wood, a DJ, journalist, music consultant and founder of Music Concierge, who has been curating music and advising brands for his entire career. Here, he shares his vision for Itz'ana and this exciting collaboration.

The first steps to creating a resort's sound

Curating a tailored soundtrack is all about immersing yourself in that space. First, what is the vision for the place? What's it all about? What is its personality? Who is the audience and why they are going there? That allows us to get under the skin of the resort. At the same time, we want to get a feel for the design ethos. How will the different spaces look and feel, and what is the architecture or interior design referencing, or taking inspiration from. All of this gives us creative inspiration to come up with and design a bespoke music concept tailored individually to each space.

### A playlist's must-have components

It needs to be like a good cocktail menu with drinks that are both comforting and surprising. Perhaps an unexpected twist on something familiar, with the odd stone cold cult classic, alongside something wonderful, fresh and new. This way people will hopefully always be both delighted and intrigued.

### What's in store at Itz'ana

Itz'ana's music includes many different references depending on which area you're in. For instance, there are evocative influences from Belize's colonial past in The Great House as well as sounds from around the Caribbean. In other areas we have subtle elements of Central America alongside more international music. I particularly love some of the outlandish animal sounds you can hear—if you listen closely—in some of the music, inspired by Itz'ana's incredible location.

### The perfect Itz'ana evening

I'd tell them to head to the hidden Rum Room after a day on the water. Sit back in the worn oiled leather chairs, ask the rumelier to select three different rums: one from Latin America, one from Central America, and one from the Caribbean. Whilst enjoying your drinks, lap up the exotic sounds of Martin Denny or Xavier Cugat & His Orchestra. By that time you will no doubt need to pay a visit to the water closet, but be prepared for the unexpected – this one won't sound like your average latrine!

